

ABSTRACT

Disclosed is a conventional organic light emitting diode (OLED) having one reflective electrode in combination with at least one transparent OLED in stacked configuration functioning as backlighting in a transfective display apparatus such as a liquid crystal display (LCD). Preferably, at least two transparent OLEDs are arranged in a stacked configuration with one conventional OLED, each of the three OLEDs emitting light of a different bandwidth. The reflective electrode located behind the backlight also serves as a reflecting plate for the display. This arrangement enhances reflectivity and permits color sequencing in the transmissive mode, allowing all the components of a full color display (i.e. red, green, blue) to emit through the same pixel without the need for a color filter.